

Name _____

Period _____

Advertising

Ch 19 Sec 1 – Advertising Media

● **Advertising** is any _____ form of _____ promotion of ideas, goods, or services by an _____

● Advertising is _____

Two main types of advertising

• _____ advertising

– Introduces _____ and businesses

– Encourages an _____ in products

– _____ product and service features

• _____ advertising

– Attempts to create a _____ and _____
for a business or an organization.

Types of Media

Media are the agencies, _____, or instruments used to _____
advertising _____ to the public.

- Print Media
- Broadcast Media
- Online Advertising
- Specialty Media

Print Media

_____ advertising that may be included in everything from newspaper and magazines to direct mail, signs and billboards. They are among the _____ and _____ types of advertising.

Newspaper Advertising

- _____ (Salt Lake Tribune) or _____ (USA Today)
- _____ or weekly
- Shopper
_____ content
Delivered _____

•Advantages

- Large readership and a _____ of reader _____
- Advertisers _____ certain people
- The _____
- Ads are _____

•Disadvantages

- _____ circulation
- _____
- Black and white (although many papers are changing to color format)

Magazine Advertising

- Classified as
– _____
- Weeklies, _____, and quarterlies
- Consumer or business _____

•Advantages

- Can target audiences
- _____
- _____ is good
- People _____ magazines _____ than newspapers
- Offer a _____ of presentation _____

•Disadvantages

- _____ within a geographical area

–More _____

–Deadlines make them _____

Direct-Mail Advertising

•Sent by businesses directly through the _____

•_____ mail

•Includes newsletters, _____, coupons, _____, price lists, circulars, _____, postage-paid reply cards, and _____.

•Mailing _____ from current customer records or they may be _____.

•Advantages

–Can be _____

–_____

–Can be used to actually make the sale

•Disadvantages

–_____ level

–People think of it as _____

–_____ lists

–Cost is _____

Directory Advertising

•An alphabetical _____ of households and businesses.

•The best known are _____ directories.

•Advantages

–Relatively _____

–Can be used with all demographic groups

–Are found _____ of American households

–Usually _____

•Disadvantage

–Only printed _____

–Some service business' are used infrequently; therefore, directory advertising must be combined with another type.

Outdoor Advertising

•Standardized _____ are available to local, regional, or national advertisers.

•Purchased from outdoor _____ in standard sizes.

•Are placed in _____ roads, and freeways where there is high _____

• _____ – pre-printed sheets put up like wallpaper on outdoor billboards.

• _____ – painted billboards that are changed about every six months to a year.

• _____ – use lights or moving parts and are in high traffic areas.

•Advantages

–Highly _____ and relatively _____

– _____ message and located to reach specific target markets

•Disadvantages

–Becoming more _____ – increasingly regulated

– _____

Transit Advertising

•Uses _____ facilities

•Commuter _____, taxis and _____, station posters near or in _____ and in railroad, bus, and airline _____

•Advantages

–Reaches a wide _____

– _____

– _____ market

•Disadvantages

- Not available in _____ towns and cities
- Subject to _____

Broadcast Media

- Includes _____
- The average person will spend nearly ten years watching TV and almost six years listening to the radio over a 70 year lifetime.

Television Advertising

- Communicates with _____
- _____ is between 8 and 11 p.m.
- Is appealing to _____ companies with widespread distribution.

•Advantages

- Can be _____ to an audience with a specific interest
- Message can be _____ to take advantages of holidays and special events

•Disadvantages

- Highest _____ of any media type
- _____ for the _____ used
- Actual _____ – people leave the room or channel surf – effect of TIVO

Radio Advertising

- Radio _____ of people over 12 yrs which makes it very effective
- _____ – morning and late afternoon/early evening

•Advantages

- Can _____, such as teens by choosing the right station
- More _____ than print – messages can be easily _____
- It's a _____ – can be taken just about anywhere

•Disadvantages

- _____ – when broadcast, it is over
- _____ involvement

Online Advertising

- Placing advertising messages on the _____
- _____ – created with rich media _____ that use the strategy of popping up and _____ the readers search

Specialty Media

- Relatively inexpensive, _____ with an advertisers name printed on them
- _____ with no obligation attached
- _____, magnets, _____, pencils, memo pads, and _____

Other Advertising Media

- Businesses are constantly creating innovative means of transmitting their messages
- _____ billboards, ads in _____, hot air balloons and _____, skywriting, etc.

Media Planning and Selection

- The process of _____ and deciding the _____ in which the ads should appear to accomplish a marketing objective